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**Title:**

Speech opening Parabanks Shopping Centre, Salisbury

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING PARABANKS SHOPPING CENTRE, SALISBURY.

12.6.74,

Your Worship, Mr. Doust, Mr. Murdoch, Ladies and Gentlemen.

Thank you very much for inviting me here this evening.

It's my first formal public engagement in South Australia since I returned from Europe, and as such, a most happy one concerned as it is with the ongoing development of our State.

I've been a fairly frequent visitor to the Salisbury-Elizabeth area in recent months as a result of the steady progress of industrial development in this area and the opening of new factory premises.

Completion of this \$4.5m shopping complex is a further - and major - instance of that development in addition to providing an essential facility for the families who live and, in increasing numbers, work here.

I believe that shopping centres have two equally important functions.

First, and obviously, they provide a focus for people to buy the family provisions in a convenient and congenial way.

Secondly, they're a social focus - meeting places for families and friends. Shopping is as much a social event as an (increasingly expensive) economic one.

The developers of Parabanks are well aware of this as can be seen in their provision of recreation and children's play spaces and other amenities.

This is an aspect of urban, and especially suburban, development which has been neglected far too long in Australia.

It was a criticism often levelled against this area. The houses were fine; the services were fine; but there was nothing to do, nowhere to go.

And it was to some extent a justified criticism. It was - I stress was - dull.

The planners rather overlooked the human element - the one to which they should have paid most attention. There were people (aplenty) but they had minimum opportunity to become a community.

It's a responsibility to which private developers must be alert. And it is especially a Government responsibility.

We will ensure that in all our future planning there will be proper provision for community centres.

And by that I don't mean just large and efficient and rather cold buildings housing clinics, Government offices and the like. I mean genuine, lively centres for people to relax in, to enjoy themselves in and for their children to play in.

This was one of the things that most impressed me in northern Europe where a very real effort has been made to see that cities - big and small - really do have a heart as well as a centre.

It's not hard to do, and it's not expensive. For instance, we're just pioneering the mall concept. Shopping streets are not only accepted in Europe: they're commonplace and, by now, indispensable. Street architecture has become a minor art form making it a real pleasure - and a discovery - simply to saunter along a road. Street cafe's and restaurants are another commonplace.

And I'd mention to any still surviving critics of them in South Australia that they're very popular in Stockholm - and that Stockholm is north of Moscow.

So too are adventure playgrounds, areas to which as much architectural and design attention is given as a major building and in which children can run, swing, climb or crawl. They're cheap, they're exciting and they're fun.

A similar kind of play area is being developed here. You can see another example on display in model form in the State Administration Centre. I hope we'll soon see many more of them in South Australia.

These are just a few examples of the ways in which an urban landscape can be as exciting as a natural landscape and by which we can create community activity centres that people will use and enjoy.

The Parabanks complex fits in admirably with this concept in living. It's been carefully planned to provide pleasure as well as convenience to its customers. I congratulate the developers on what they've achieved here and wish them and the shopkeepers much success in the future.

I have much pleasure in officially declaring the centre open.

Thank you.

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